

Product engineering

Solving problems

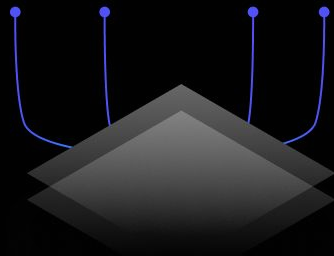


***7*Wise**

Align.

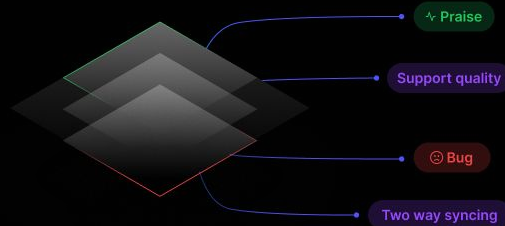
Remove manual work & listen to your customers at scale

OUR PROCESS



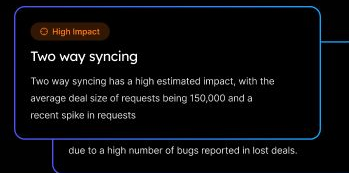
1

Aggregate data sources



2

Extract customer insights



3

Detect patterns in results

Agenda

Product

How product companies operate

Tech

Challenges of scaling

What's next for you

Let me pitch you to work in tech

Product
companies

vs

Traditional
agencies

Let's look at how a product company works.

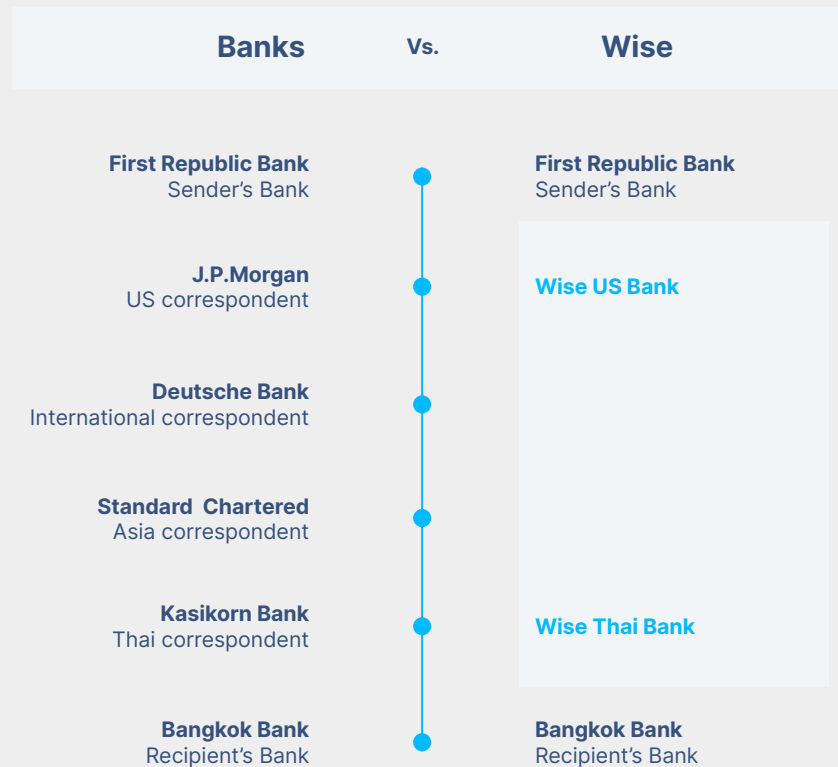
- What does Wise do?

Let's look at how a product company works.

- What does Wise do?
- How it started

Let's look at how a product company works.

Wise built an
alternative to
correspondent
banking.



Wise scaled globally.

(NB: outdated stats)

15 million

customers around the world

€10+ billion

processed for customers every month

€1+ billion

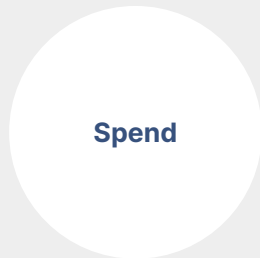
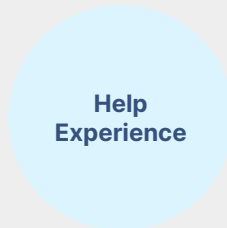
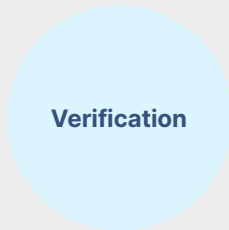
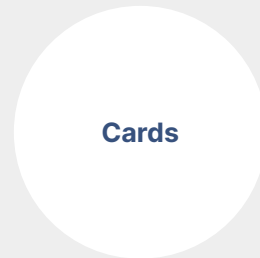
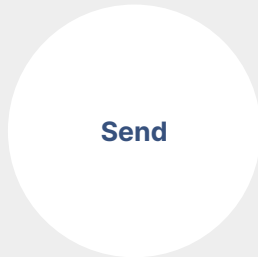
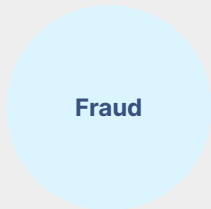
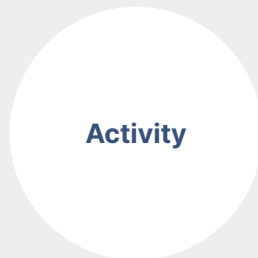
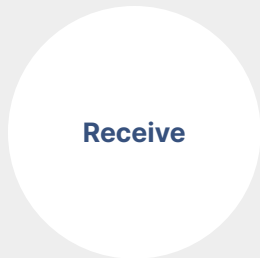
saved for customers every year

5,000+ staff

from 110 nationalities

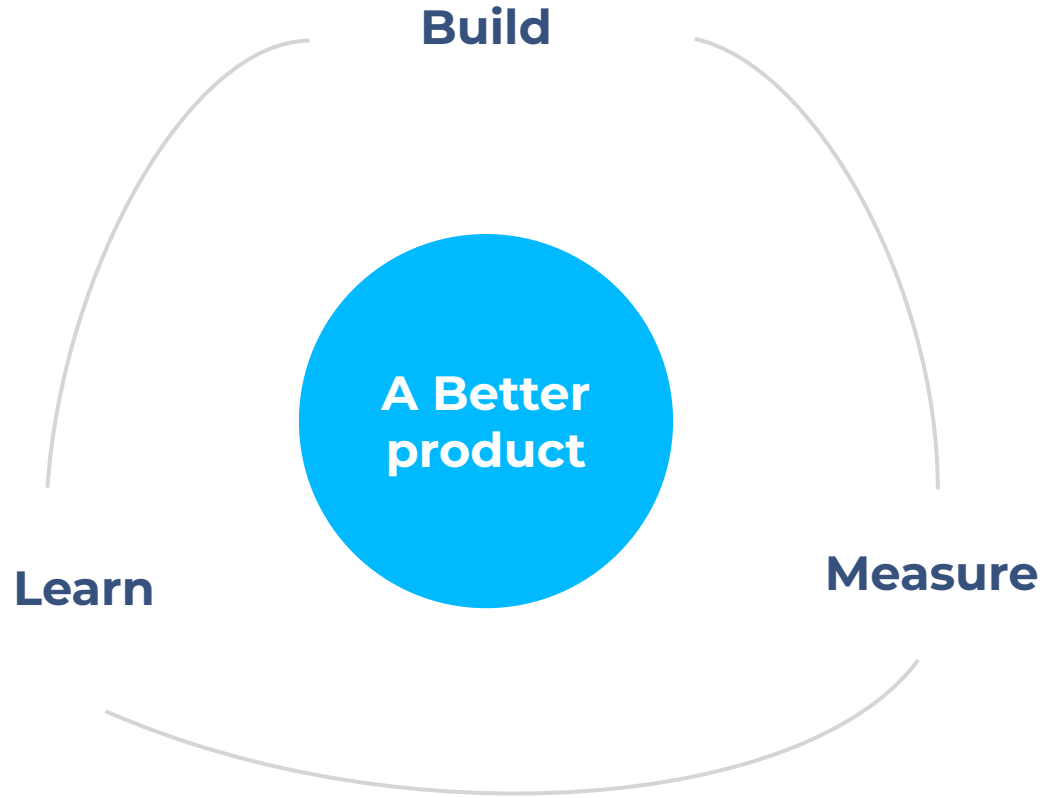
Teams.





Being data-driven.

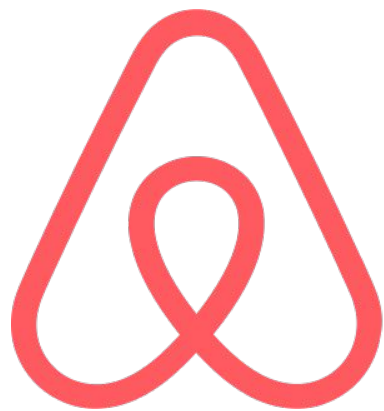
Metrics.



What's an MVP?



Dropbox



airbnb

KPIs & OKRs

Tech in a product company

Tech in a product company

Choosing what solves problems

1 000 users



1 000 000 users



1 000 000 000 users

1 dev



100 devs



1 000 devs

Early
Finding PMF

vs

Mature
Scaling and expanding

Microservices & autonomy

Messaging & being asynchronous

The stack of a product company



What do product companies look for?

7Wise

STARSHIP

Align.

pipedrive™

 **Lightyear**

Bolt

 **veriff**

How to start something new

Personal growth

Build stuff.

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